



BADRUKA
SCHOOL OF MANAGEMENT
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BSM's 5-Year Vision:

The Director outlines key steps to nurture the next generation of business leaders, setting BSM on a path to becoming one of India's top business schools.

Dr. Prabhu Aggarwal

Director, Badruka School of Management



In an exclusive interview with [Shiksha.com](https://www.shiksha.com)





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Admission Process Key Criteria and Deadlines for 2025 at BSM:

Badruka School of Management (BSM) invites diverse students to apply online for the class of 2027, starting in early October 2024. Admissions are based on academic performance, entrance exam scores (GMAT, CAT, XAT & MAT)

BSM's Approach to Inclusive and Sustainable Education:

The PGDM program covers critical thinking, diversity, and sustainability, fostering leadership with industry guidance.

Key Placement Initiatives & Hiring Stats at BSM:

BSM offers placement opportunities in sectors like Consulting, BFSI, FMCG, IT, and E-commerce. The founding class, starting August 2024, will undertake a 3-month internship with corporate partners by year-end.

Future Programs at Badruka: Aligning with Business Trends:

BSM's AICTE-approved 2-year PGDM program offers a multidisciplinary curriculum with specialisations in Finance, Marketing, and Data Analytics, focusing on Industry 5.0 and emphasising Design Thinking and Leadership



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Vision & Goals for BSM Hyderabad Over the Next 5 Years:

As Director of Badruka School of Management, I strive to position BSM as a top business school through academic excellence, industry engagement, and sustainability.

Unique Strategies for Badruka's Leadership:

- Holistic Development
- Bridging Academia and Industry
- Global Perspective with Local Relevance
- Innovative Learning
- Inclusive and Sustainable Leadership

Upcoming Collaborations and Their Impact on BSM:

- Academic Collaborations
- Industry Partnerships

These collaborations offer students global exposure, cutting-edge research, and opportunities for internships and mentorship, bridging classroom learning with real-world application.

Curriculum Evolution in Response to Digital Innovation:

BSM's curriculum integrates core management courses with Finance, Marketing, and Data Analytics, emphasising practical case studies and projects to prepare industry-ready graduates.



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MANAGEMENT**

**2-YEAR
FULL-TIME PGDM**

ADMISSIONS OPEN 2025